



NEWS RELEASE

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Primera Announces Printer Interoperability with Innovatum's ROBAR Cloud-Based Software

Primera's LX900 Color Label Printer and LP130 Laser Marking System offer a centralized labeling solution with Innovatum's ROBAR Label Management and Printing Solution

Plymouth, MN USA (May 14, 2014) – Primera Technology, Inc., one of the world's leading developers and manufacturers of specialty printing equipment, today announced that Innovatum's ROBAR Label Management and Printing Solution and Primera's LP130 Laser Marking System and LX900 Color Label Printer work together seamlessly.

ROBAR streamlines, consolidates and centralizes label formats, designs, etc., through a cloud-based system. Information can be updated or changed by a "master" operator of ROBAR and the information is then changed for any department or branch of that company anywhere in the world that has access to the internet and uses ROBAR to print their labels. This not only cuts down on administrative overhead, but also ensures the consistency and integrity of each label that is printed. This is especially important in applications where compliance labeling dictates that all labels produced are identical except for any variable information that is allowed.

"I am very pleased that we are able to add the Primera family of printers to the list of supported printers for the Innovatum ROBAR label management system. Primera's mission to produce technologically superior products that offer a high degree of customer satisfaction and value while conducting business affairs with integrity, courtesy and professionalism makes the Primera product line one that we are happy to see supported by ROBAR" said Ardi Batmanghelidj, President of Innovatum.

Some of the features of ROBAR Label Management include:

- Integrates with any major ERP, PLM, or other comparable enterprise system
- Prints labels in any international language
- Changes made to a single label are applied across all relevant records and templates through ROBAR's cloud-based server architecture

- Handles 100% of FDA UDI requirements including GUDID updates

The Primera printers certified as supported by ROBAR include the LX900 Color Label Printer and LP130 Laser Marking System. Each offers a different solution for various compliance label requirements that can include color pictograms, outdoor durability, highly elevated temperatures, abrasion and UV resistance and more. Other Primera models will undergo certification as needed.

“Utilizing ROBAR with one of Primera’s industry-leading industrial printers will solve virtually any current compliance labeling requirement,” said Mark D. Strobel, Primera’s vice president of sales and marketing. “Primera is pleased to add ROBAR to our roster of trusted and approved software solution partners.”

About Primera Technology

Headquartered in Plymouth, Minnesota, USA, Primera Technology, Inc. is one of the world’s leading specialty printer manufacturers. Its products are sold worldwide through Primera Authorized Resellers and Distributors in more than 183 countries.

More information about Primera and its products is available on the Internet at www.primeralabel.com or by calling 1-800-797-2772 (USA and Canada). Outside of the USA and Canada, call (763) 475-6676 or FAX (763) 475-6677. E-mail to sales@primeralabel.com.

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About Innovatum and Robar software

Innovatum software optimizes the compliant automation of product and package labeling involving bar code and RFID with 24/7/365 support services around the World. Innovatum helps companies maintain regulatory compliance while addressing tough problems like speeding up the label lifecycle, validation, multi-language translation, serialization and UDI through a simple Windows and Web based software approach. Innovatum is headquartered in Sugar Hill, Georgia.

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